



Coaching The FFA Vision

Kelly Cross

National Coach Education Manager

Overview

- 1.The National Football Curriculum
- 2.The Building Blocks
- 3.Bringing it to life – COACHES
- 4.Revamped Coach Education
- 5.Implications

1.The National Football Curriculum



FFA National
Curriculum

2. The Building Blocks

The Building Blocks



3. Bringing it to life

- COACHES











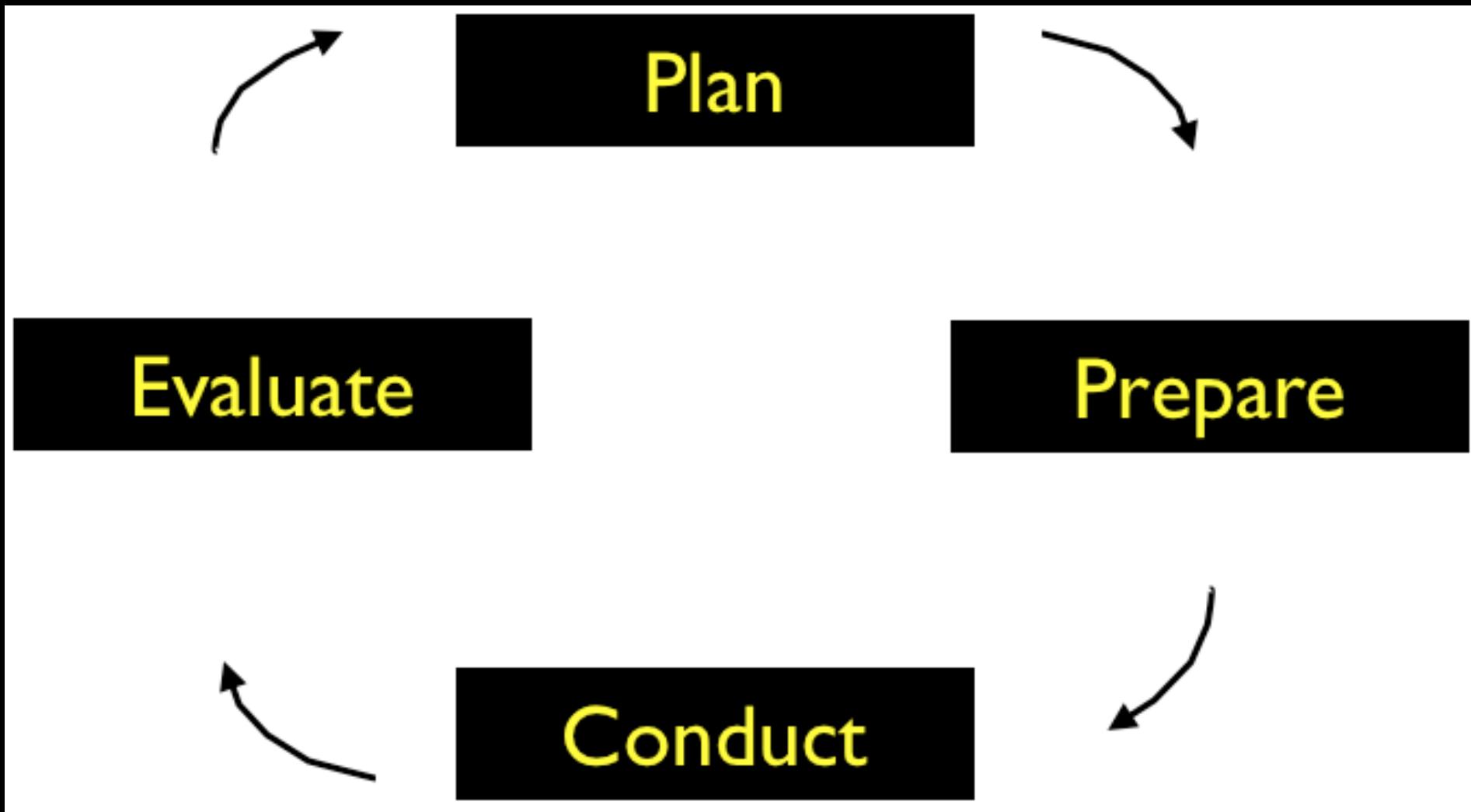
- Any system of education is only as good as those who deliver it

That means
'coaches'

What is 'coaching'?

- 'The essence of the coaching process is to instigate observable changes in the behaviour of the athlete'
- (Hughes & Franks 2004)

The Coaching Process



What to Coach

Plan

Evaluate

Prepare

Conduct

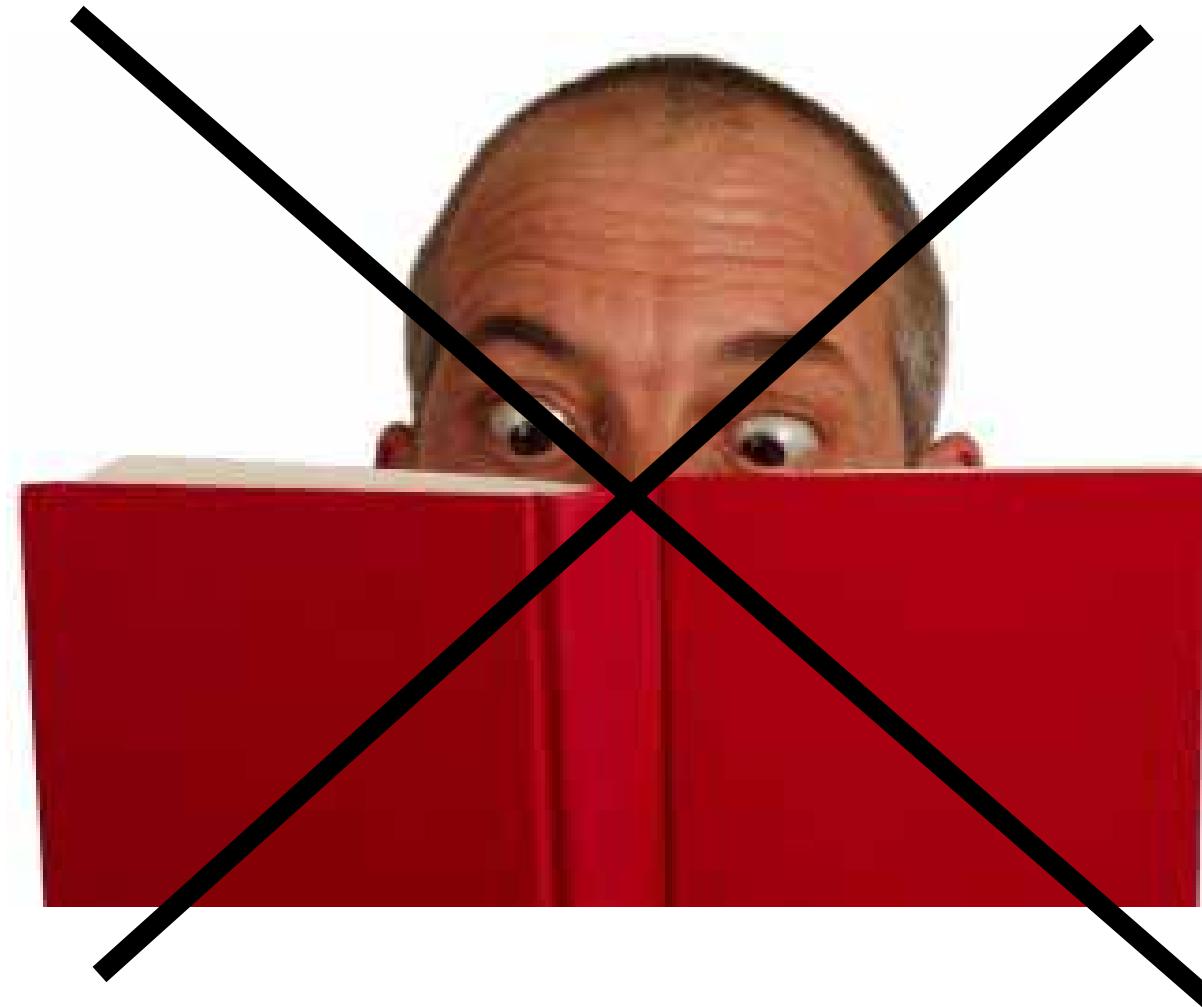
How to Coach

What to coach?

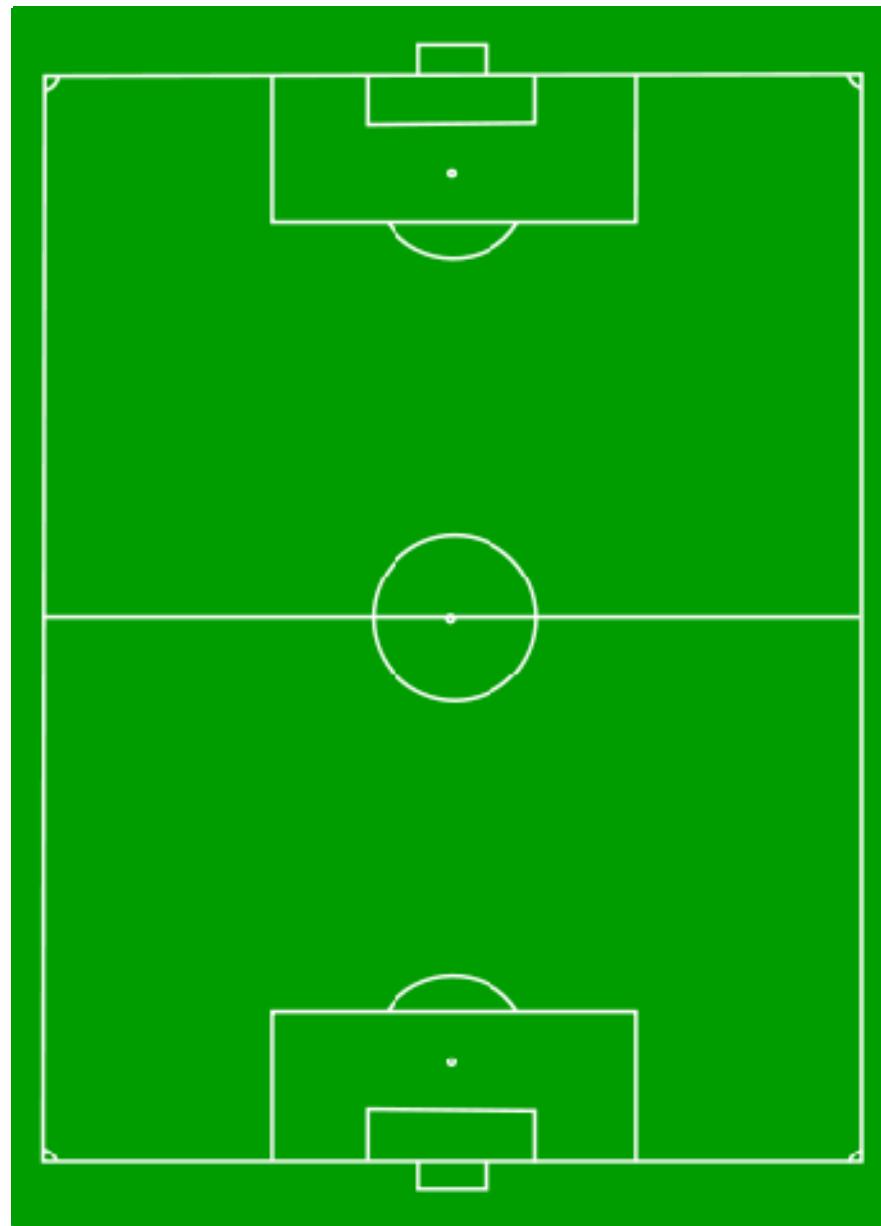


The Game

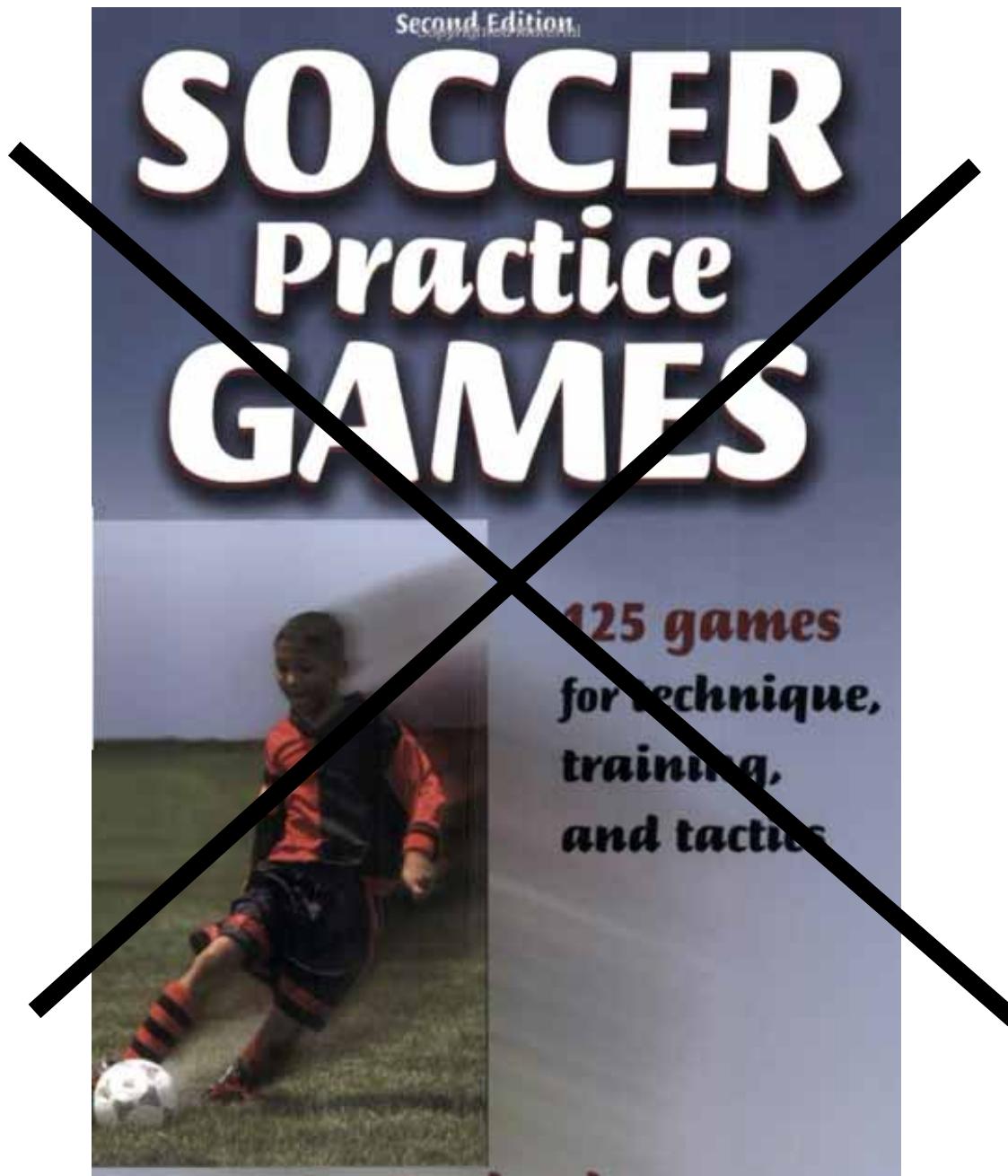
Where is the starting point?



Where is the starting point?



Where is the starting point?



Where is the starting point?



The Game is
the Starting
Point

So the key skill in deciding what to coach is

- defining football problems

Defining football problems

- what?
- where?
- who?
- when?
- why?



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FOX SPORTS 1
LIVE



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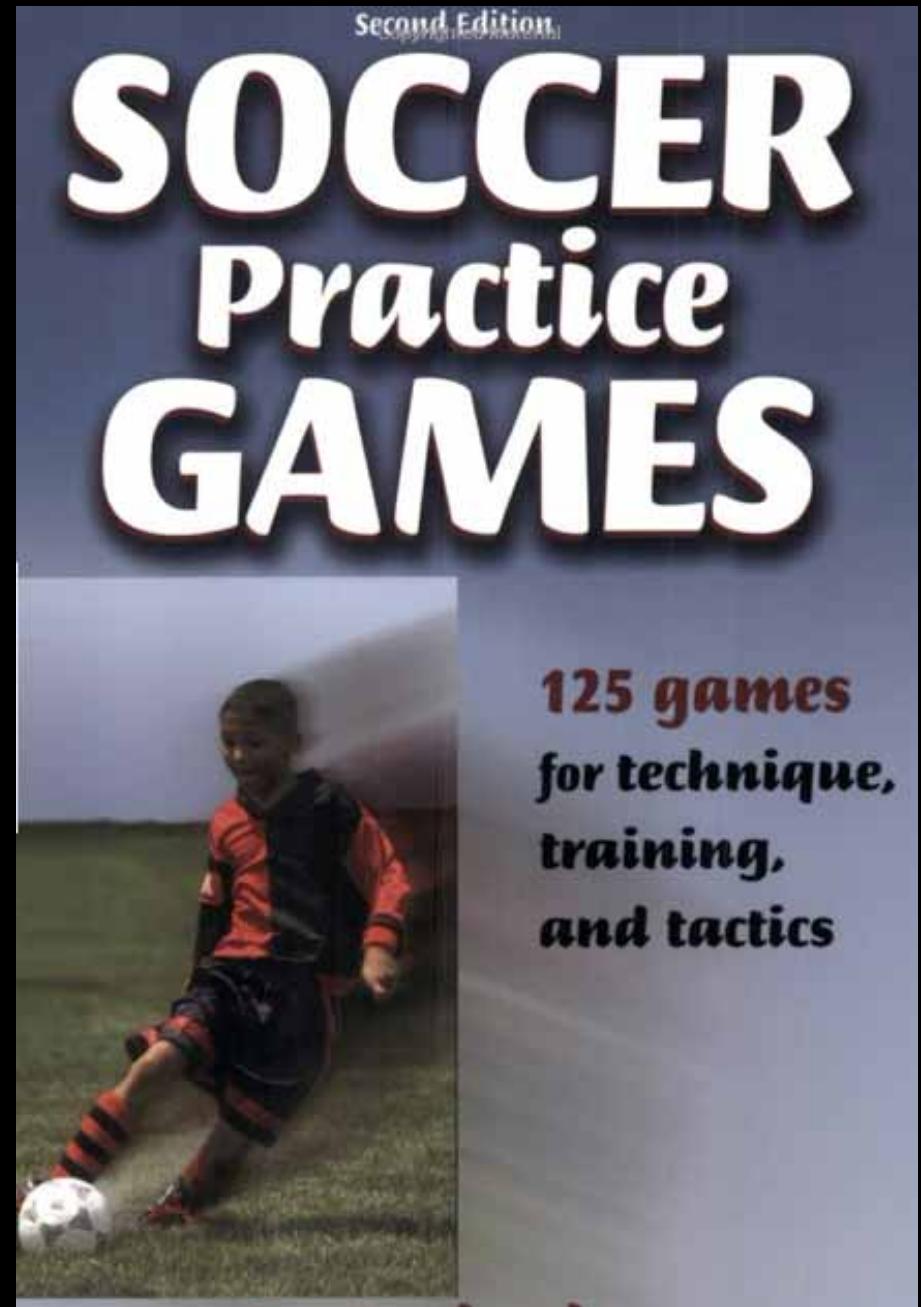
So the next key skill is

- solving football problems

Solving football problems

• Game-related
Exercises

- The answer is not here





•The
answer is
here

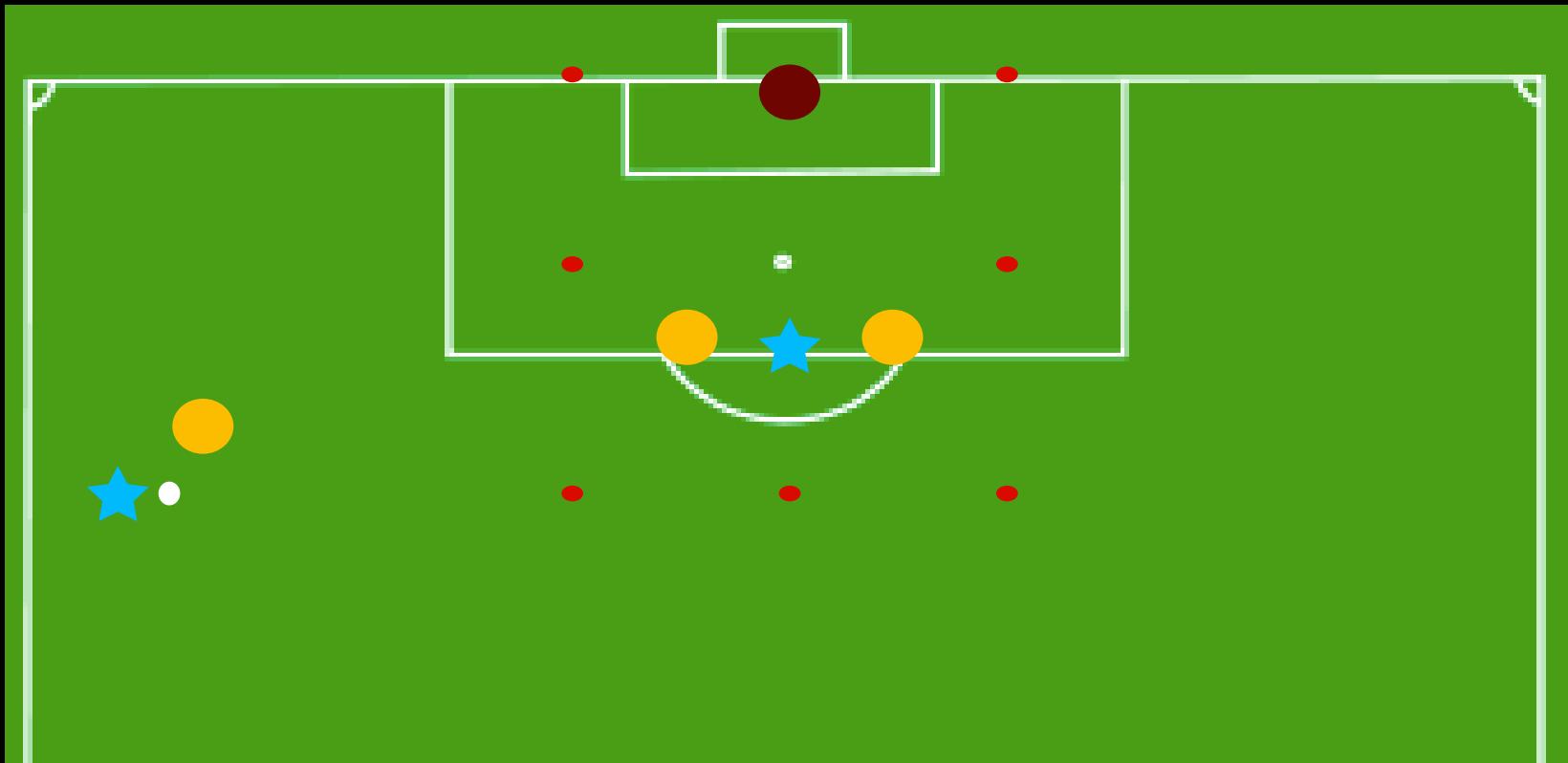
FOX SPORTS 1
LIVE



what? where? who?
when? why?

Solving football problems

• Game-related
Exercises



How is 'training effectiveness' measured?

- Can they do it in the game?
- Is there an 'observable improvement' in player behaviour during the game?
- Do they make the right game decision independently?

Key word = GAME

- Can they do it in **the game**?
- Is there an ‘observable change’ in player behaviour during **the game**?
- Do they make the right **game** decision independently?

Therefore:

- Game-related Exercises

- Game resistances
- Ball
- Opponents / Team-mates
- The goal
- Space / Time
- Direction

- Game resistances
- The Score
- Time left in the game
- Weather conditions

‘Game Training’

- Demonstrated by Jan Versleijen and Han Berger
- Stages:
- Passing practices
- Positioning Games (Han’s focus)
- Game Training
- Game Situation

Key message

• No waste of
precious
football time

No waste of precious football time

- No laps of the field
- No static stretching before training
- No conditioning without the ball
- Without a ball, it isn't football!

How to coach?



The Player

The Player is
the Focus

- It's not about you
- It's all about the player

Solving Football Problems

- Under your guidance,
the players
find the solution

Key consideration:

How do players
learn?

How do players learn?

V
A
K

How do players learn?

Visual

Audio

Kinesthetic

How do players learn?

‘I hear and I forget.
I see and I remember.
I do and I understand.’

Confucius

- Hearing is not enough.
- 'I've told them a hundred times,
but....'

- Seeing is not enough.
- 'I gave them a DVD showing them what I wanted, but....'

How do players learn?

‘If I’ve heard about it,
seen how it works and
I’ve done it too,
I completely
understand.’

Involve the players

Explain ‘why?’

Frame it

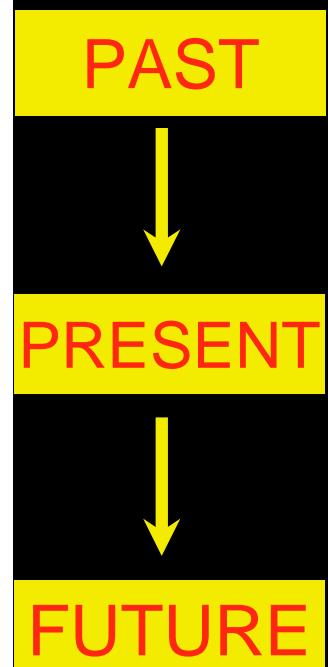
Ensure they see the ‘football purpose’

What could be the worst possible thought one of your players could have?

‘Why the *\$%# are we doing this?’

Past→Present→Future

- This went wrong **last weekend** (football problem)
- **Tonight**, we're going to (football solution)
- **Next weekend** against Revesby Rovers, (Improved football performance / increased chance of better football outcome - winning)



Coach Intervention

- The Australian epidemic
 - **STOP!**
 - **STAND STILL!**
- Now, listen to me talk for a while

Community Coaching

- Let them play!
- The Practice is the Teacher
- Intervention = modify the practice

Advanced Coaching

- Let them play!
- The Practice is the Teacher

Advanced Coaching

- Wide range of interventions
- **THE COACH'S TOOLBOX**
- Longer process to develop competency

Interventions

Tasks - Actions - Cues

Freeze/replay

Question and Answer

Giving feedback

Step-by-step

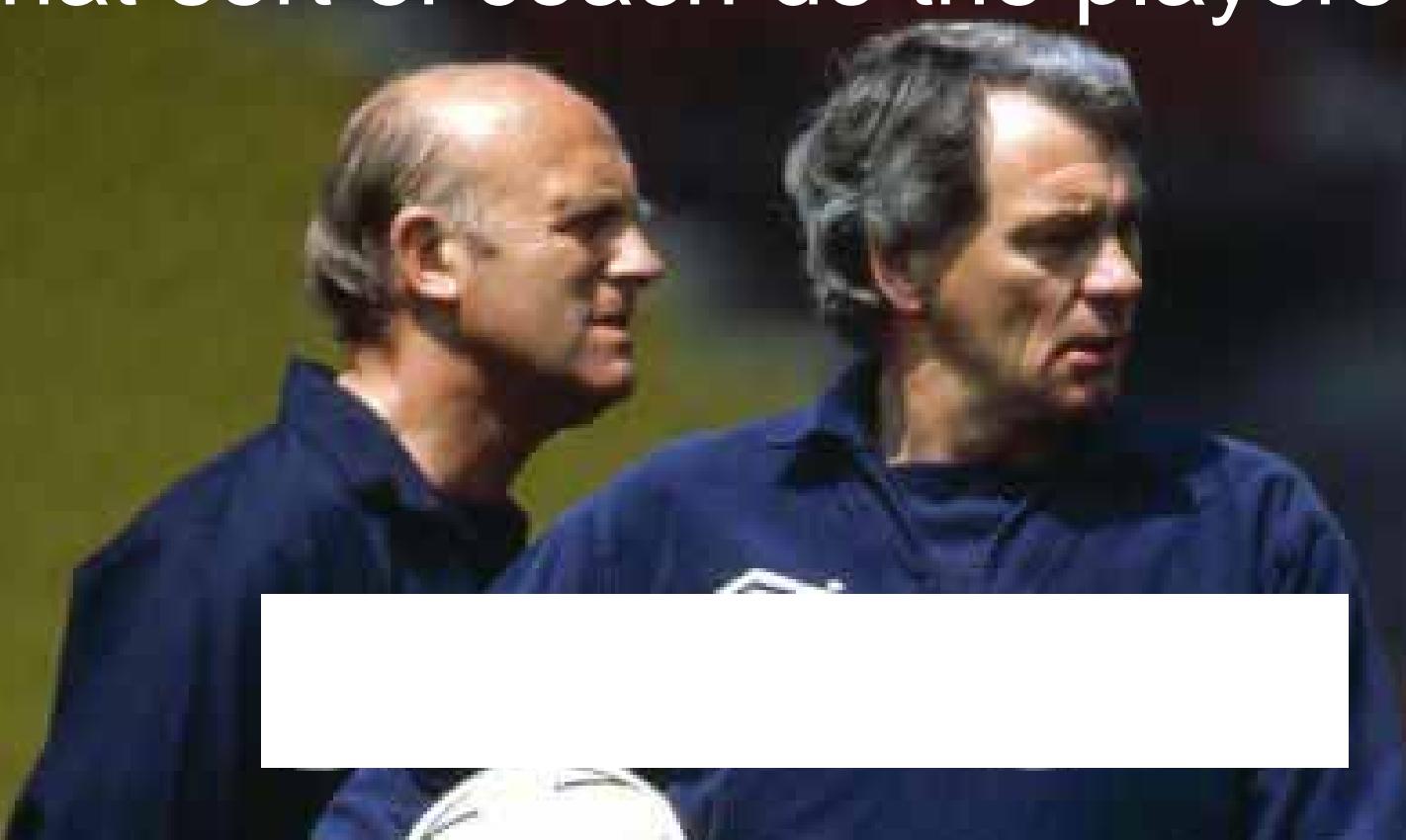
Increase 'resistance'

Do the
players
need
the
coach?





What sort of coach do the players need?



‘Pride in Your Work’



4. Coach
Education
Revamped!

For the National Football Curriculum to succeed in its objectives, it is **essential** that all our coaches are educated according to the **philosophy** and **direction** of the Curriculum.

The Curriculum presupposes a network of talented coaches who understand and accept the principles and philosophy of the Curriculum and have the ability to implement the program for the benefit of the players.

The importance of coaches in the process of bringing the Curriculum to life cannot be overstated, and therefore a complete review of the current system has been necessary.

The Two-Pathway System

- Players fall into two categories: those who **play for fun** and those who want to be **the best they can be**
- PARTICIPATION v PERFORMANCE
- FFA-speak: **Community** Players v **Talented** Players

The Two-Pathway System

- Therefore, coaches fall into two categories: **those who coach ‘participation’ players, and those who coach ‘talented’ players**
- **Two streams** of Coach Education are necessary
- FFA-speak: **Community Pathway** v **Advanced Pathway**

Community Courses

- Age-appropriate
- Horizontal
- 100% practical
- More accessible
- Modular

Advanced Courses

- Vertical
- Progressive
- More accessible

The 3 pillars

Training

Match

Management

Competencies the Coach has to develop

Training
Competencies

Match
Competencies

Management
Competencies

How to develop those competencies

Educate the Coach

- The coach's three main areas of work are **Training, Matches and Management**.
- Education of The Coach underpins all three areas and supports the coach's **competency and effectiveness** of operation in them.
- In essence, Education of The Coach **equips coaches with 'Knowledge'** which enables the coach to better perform the required Competencies

- Key Competency Areas of Each Pillar

Training

- Plan
- Prepare
- Conduct
- Evaluate

Match

- Before Match Day
- Match Day
- After Match Day

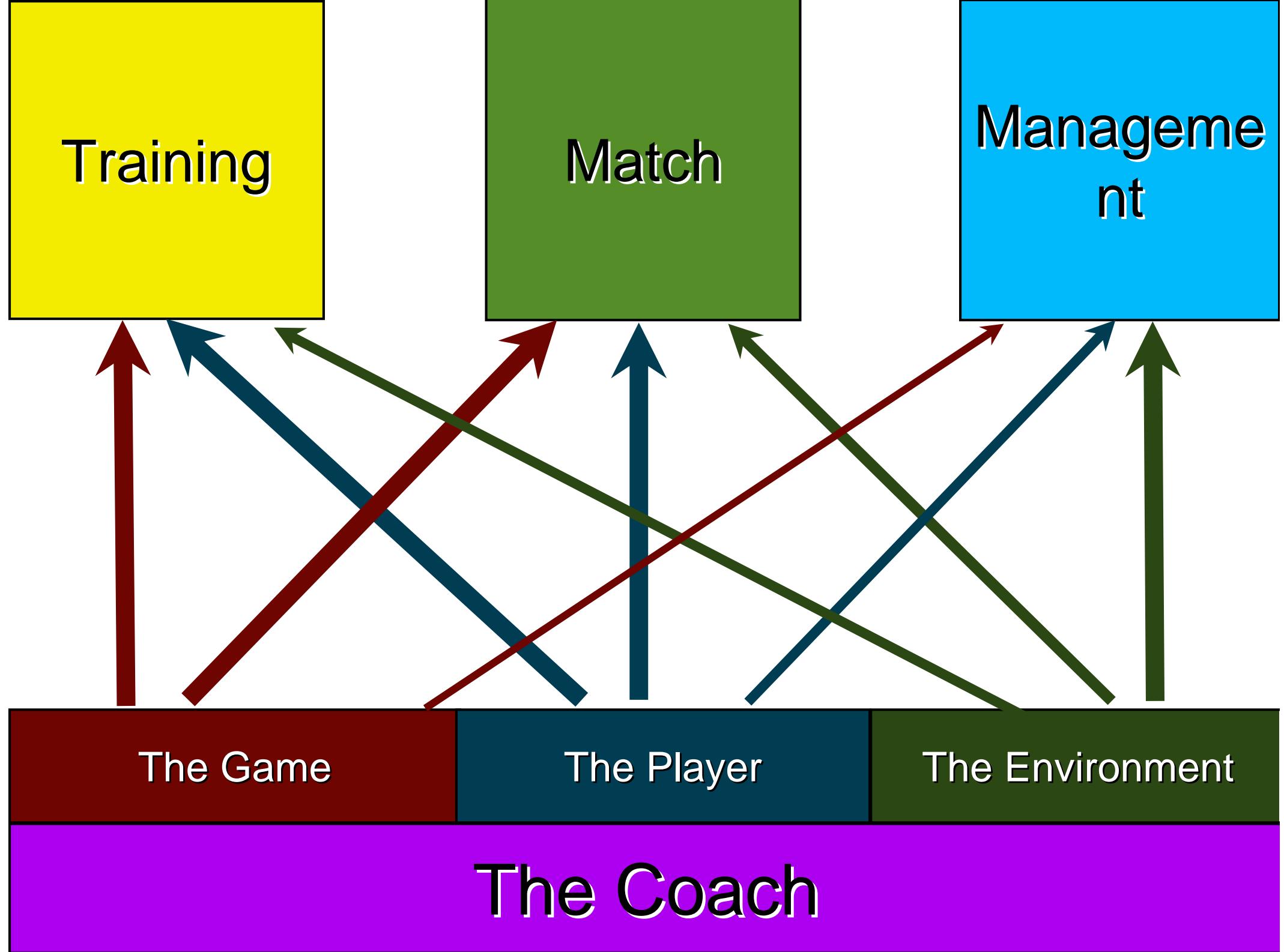
Management

- Manage processes
- Manage self
- Manage others

•Key Knowledge
Components of
Educating ‘The Coach’

The Coach

- The Game
- The Player
- The Environment



• Initiatives 2010 - 2011

C Licence courses to be available in:

Perth
Sydney
Melbourne
Adelaide
Canberra
Brisbane
Hobart
Coffs Harbour

Non-residential
Weeknights
Off-season
More centres later

One 'Central' C Licence
course per year

• Initiatives 2010 - 2011

One A and one B Licence course to be conducted centrally in Sydney:

October-December

Medium-term plan:
B Licence also available regionally

• Initiatives 2010 - 2011

Pro Club Coaches and Players:

Club-based courses

Distance Learning Options

• Initiatives 2010 - 2011

Specialist courses:

Football Conditioning
Skill Acquisition Trainers
Goalkeeping
Futsal

5. Implications

- National Curriculum Page

1

- ‘A fundamental transformation of Australian football is needed to achieve the objectives’

fundamental

transformation

‘Winners must learn to
relish change with the
same enthusiasm and
energy that we have
resisted it in the past.’

Tom Peters
Global Management Expert

A Culture Shift?

Or

Establishing a
Culture?

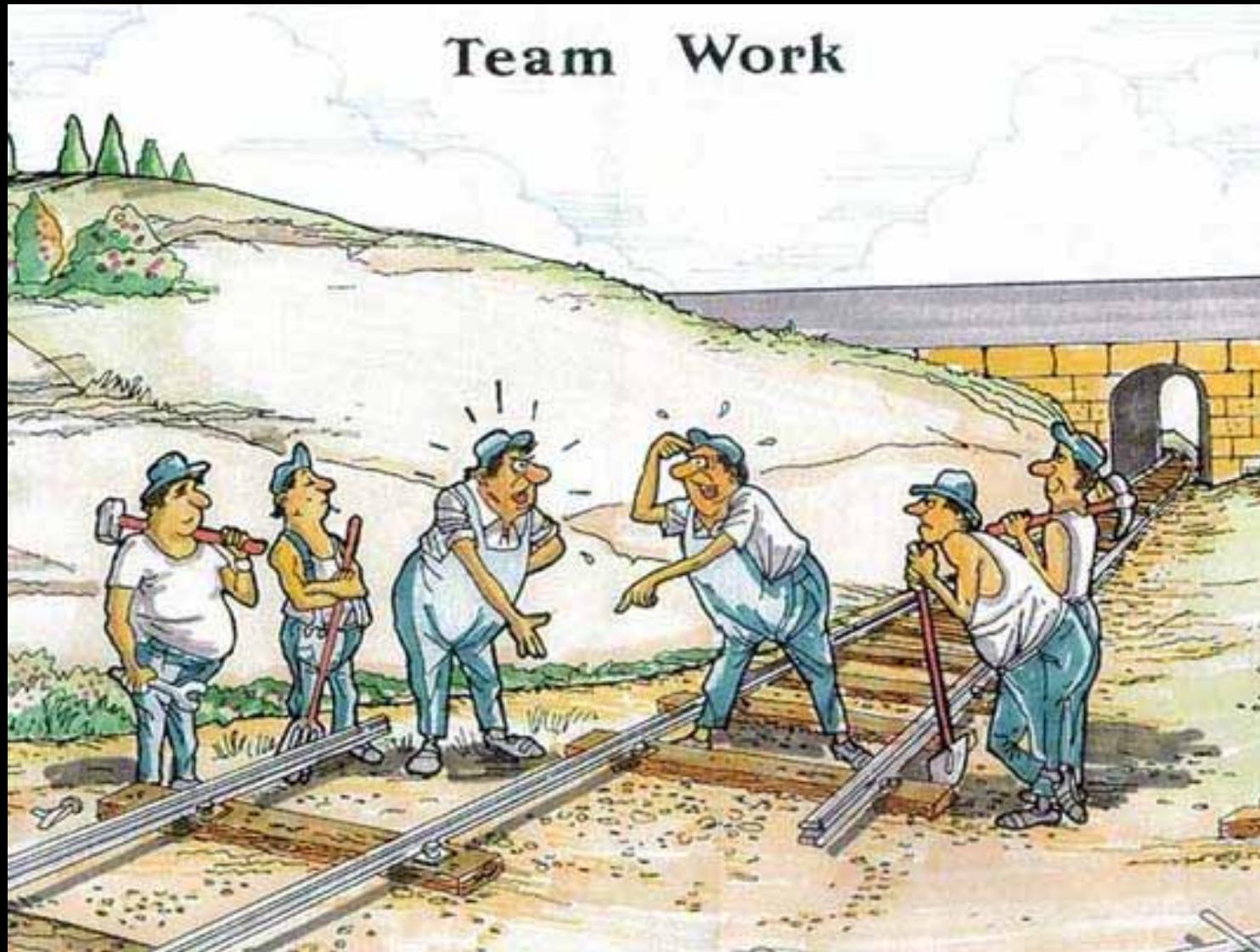
Embrace the new direction

Be part of the
‘new breed’
or step aside

Shock to the system?



Team Work



The team must work together



‘It is important that all members of the team share the **same core values**’

‘Each person must be prepared to deliver **their role** and to **adopt the vision and values** of the team’

Frank Dick, ‘Sports Training Principles’

When we all work together



...more chance of shared success



Shared success



Shared success



Shared success



The Past



The Future

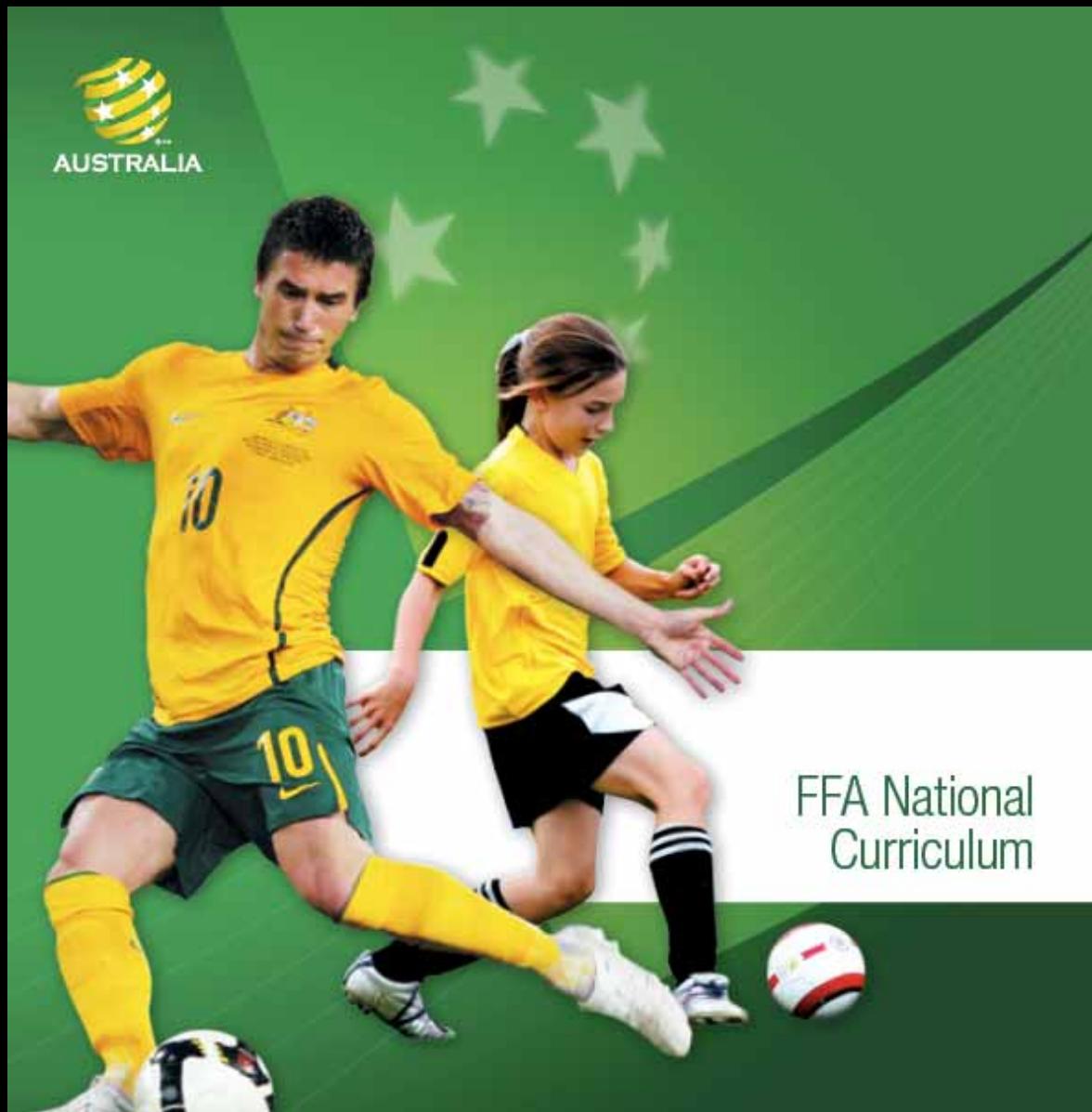








The Vision



The Foundation



The Dream





Thank You